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Shoptalker

THE MAGAZINE OF PARKER PEN EMPLOYEES

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Shoptalker

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COVER STORY

The writing equipment industry, as all others, begins in the mind of man with a spark of an idea and the relentless search for truth. In time, there develops a product and a thousand jobs must be performed to bring that product to the consumer. In the months to come, the cover of Shoptalker will survey some of those 1,000 jobs, portraying in bold black and white a panorama of the Parker Pen Company.

Ten Years Ago . . .

Company publications reviewed events in the year 1947. Here are some of the facts and incidents noted 10 years ago:

Sales were 17½ per cent higher than the record-breaker 1946.

During 1947, the personnel roster increased nine per cent and the total payroll moved up 16 per cent. Payroll for 1947 totalled \$7,500,000—only \$250,000 less than the 1957 payroll of \$7,750,000. Sales for 1947, however, were nearly twice what they were last year.

One hundred and twenty pen manufacturers, mostly in ball points, competed for consumer dollars in 1947.

In 1947, three new products were introduced: The V-S pen, Superchrome ink, and the Demi-size "51" pen.

Also in 1947, Parker installations in Janesville totalled 10 buildings. A new warehouse was erected just north of the Court Street building and the entire Export department, numbering 72 persons, moved to renovated quarters in the Allan building on Milwaukee Street. Additionally, a new plant was opened at Menomonie for the manufacture of ink.

A nation-wide, independent pen preference survey, completed in 1947, showed that in spite of the fact that 120 different makes of pens were being marketed, every third pen in use that year was a Parker. Parker's leadership was 40 per cent greater than the next most popular make.

In 1947, Parker spent in excess of \$3,000,000 on advertising.

In 1947, Parker's unions voted in favor of an all-union shop.

And in 1947, the Parker "51" was manufactured, for the first time, in England.

Parker retailers voice comments on franchise plan; problems of pen business

In September of last year, the Parker Pen comprehensive retail franchise program observed its first birthday. The plan, said company officials at that time, was markedly successful. During that first year 17,000 Parker dealers had signed franchise agreements with the company.

Since the franchise program's first birthday John Mack, assistant vice president in charge of domestic sales, has been writing letters to these 17,000 retailers. In all, five have been written and mailed. The letters review Parker's intentions, hopes and desires, and achievements in regard to the franchise program.

Reactions from dealers have been pouring into Janesville. Most favor Parker's efforts. Some are indifferent. A few are opposed. We selected paragraphs from a cross section of these letters to show what Parker retailers are saying and thinking. They read as follows:

Cincinnati—stationer

I sincerely believe that if every pen sales person in the country knew the whole story of what Parker is doing, you would not find any such situa-

tion as you found in the city of "X". (Reference to a city where, in at least two fine stores, clerks appeared to have as much interest or disinterest in selling cut-price, low profit margin writing instruments as they were in selling the superior Parker products at a fair profit to the store owner.—Ed.)

Cleveland—stationer

I believe the Parker approach to the problem is the best one. It does need to go one step further, however. Where Parker has made a mistake either in quality of product or in price, the retailer should be given some method of disposing of his unwanted inventory.

Elkston, Md.—jeweler

I appreciate being told I am being protected but sometimes shudder when I see fine Parker merchandise mass displayed in 5 & 10c stores, junior department stores of today. It is only logical to assume that the food markets will be the next step.

Conroe, Tex.—jeweler

We in Texas do not have a Fair Trade law. Frankly, at first I was

(Continued next page)



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afraid of the implications of a law of this type. I felt it could develop into a dangerous situation where a company could set a price and have this price protected by law. However, the course of events have changed my thinking in the matter and I feel that the good points far outweigh the bad side of the law. I would welcome such a law for our State of Texas. It seems to me that the smaller independent merchant must receive assistance from his suppliers or cease to exist.

Atlanta—office supply

We think Parker has, at the present time, the finest working operation with the dealers that they have had during the thirty-two years that I have had the opportunity to deal with Parker.

Kansas City, Mo.—stationer

I, "being in your shoes," would endeavor to offer a more attractive display than any other writing instrument and resell the dealers and sales clerks on the value of Parker Quality at Parker Prices as compared to competitive writing instruments.

Davenport—department store

Should we be faced with a cut price situation on any of the lines we carry, we would not hesitate to eliminate them entirely from our stock if we believe the cut price competition would be a permanent condition.

San Diego—department store

It is nice to do business with a company like yours that has one code, one deal, one price, one discount.. But I wonder if you and we are realistic?

Joliet—jeweler

So far you have done a very nice job with your franchise plan; we have run into very little difficulty since this was put in effect.

Chicago—jeweler

We feature Parker in our windows, show cases and in direct mail advertising throughout the year and have had good results.

Petersburg, Va.—stationer

We have lost interest in The Parker Pen Co.

Indianapolis—jeweler

It has always been my personal feeling that when a manufacturer loses control of his product he eventually loses the product.

Newark—jeweler

On the basis of your Franchise Plan, I have instructed our buyer to feature Parker products in the fullest measure possible.

Baltimore—jeweler

You have my full agreement with your Franchise Plan. Heaven forbid that we should ever be faced with a time when nothing has a firm price, and retailing is a jungle!

Kenosha, Wis.—jeweler

When I don't see Parker in these so called discount catalogs, I'll begin to believe that you really mean it.

Boston—stationer

Parker's principal competitor is marketing through discount houses and the result has been that we have virtually not spent a penny with them this year, where we did have a substantial business formerly. As soon as our stocks are eliminated we will be done with this competitor's product once and for all.

Chicago Press Date



On the 19th day of December, Parker Pen announced the purchase of the writing instrument division of Eversharp, Inc., and two new subsidiaries were created—The Eversharp Pen Company, and Kimberly Corporation.

Scene of this announcement was Chicago's Ambassador East hotel. About 40 representatives of the nation's leading newspapers, magazines and trade publications, and Parker and Eversharp people filled the conference room. On the spot photos reveal some of the action:

1. Daniel Parker, executive vice president of Parker Pen, spoke of Parker's position in the writing equipment industry. Several large charts helped illustrate his remarks.

2. C. G. Heath, managing director of the Eversharp Pen Company rose and introduced other officials of the new firm. From left are: Heath, Arthur Glynn, operations vice president of Kimberly; Earle Miller, secretary-treasurer for Eversharp Pen and Kimberly; and George Eddy, marketing vice president of Eversharp Pen. Visible in foreground are Richard Holznecht, director of public relations, and Mr. Parker.

3. This one of several press tables included (clockwise) Howard Kesinger (with back to camera), IMS administrative director; John Prindle, Wisconsin State Journal; Ross M. Dick, Milwaukee Journal; Ed Kandlik, Chicago Daily News; Hal Thompson, Chicago American; David Mitchell, Wall Street Journal; and Roger Axtell, of Parker's public relations department.



YOUR DOODLES---

and what they mean to you

by HELEN KING

Part One of a Special Series

Take a pencil in hand. Place it on a piece of paper and let it wander, as you talk to a friend on the telephone, then study the results.

These odd little marks are called "doodles." They are records of your unconscious which take on an illustrated form. They may be mechanical, or half-conscious releases of surplus mental energy. They help to release inner drives and frustrations. Odd looking little creatures that they are, each has a meaning all its own.

Lexicographers report that the word "doodles" came from "dawdle," and that dawdlers often whittled on wood or scribbled aimlessly on paper. Gary Cooper popularized the word in his motion picture, "Mr. Deeds Goes to Town," when he pointed out that everyone in the courtroom was pixilated, including a character who "doodled."

Psychologists say they are "wish thoughts," and that their graphic forms can be analyzed. They have noticed that a doodler repeats patterns of certain kinds under the same conditions, thus realizing that these

little marks have investigative value.

Where do we find doodlings? On any light surface, on magazine covers, telephone books, scratch pads, desk blotters, newspapers, memos, tablecloths and napkins, theater, concert and baseball programs. Raise your eyes to the billboards and study the carefully pencilled-in mustaches and spectacles on all advertising beauty lotions. Read the posters in buses, trains or subways—if you can. All white portions are likely to be filled in.

Who doodles? Practically everyone with few (and notable) exceptions. A doodler, preoccupied with conversation, or wandering thoughts, lets his pencil wander over the writing surface. He little realizes he is blue-printing his unconscious mind for all to see.

Doodling, as we know it, is the product of education and, some say, pressure of mounting conditions. It is only since man has learned to write that he has scribbled extensively. Our ancestors, who had not been exposed to the three R's, dawdled with

their penknives and whittled many a heart on a tree trunk.

People who are models of perfection in their own homes cut pencilled capers on hotel and restaurant linen. According to one of the executives of a restaurant association, the seasons of the year can be told by a glance at the sketched symbols—baseball scores, footballs, gift lists.

One hotel manager disposed of 30 tablecloths a month until he switched to place mats at luncheons . . . Another attributed a jump in laundry bills of \$2,000 a year to scribblers. . . . A little Italian restaurant, in New York, patronized by Toscanini, proudly displayed a tablecloth in which the maestro had doodled his caricature—alongside the spaghetti sauce stains. . . . And O. Henry was reported to have scribbled some of his better plots on a restaurant tablecloth.

Thomas V. Daley, Assistant Vice President, New York Telephone Co., advises that the doodle picture has changed somewhat for his company because of a change in decor in the public booths. Although some doodling is done on the books, Mr. Daley says there is not much wall booth doodling since the surfaces are now rough and not conducive to artistic expression.

The huge oil companies point out it costs them many thousands of dollars annually to repair the lipstick, crayon, pen and pencil damage done to their rest rooms. A prominent psychiatrist adds to this the rather surprising fact that the women's rest rooms are much more damaged than the men's.

The Public Relations Office of the

New York library advises that doodlers are somewhat considerate of library books although they may occasionally underline a word or phrase, or jot down question marks and exclamation signs in the margin. Fortunately, that seems to be the extent of writing in books but the staff spends hours erasing these signs of approval, doubt and dismay!

In London, a squad of 120 men affectionately dubbed "The Mustache Musketeers" rubs out the pencilled whiskers put on billboard posters by those who wish to express themselves.

Physicians who study the doodles of those who have sustained injuries
(Continued next page)

Motion picture star Gary Cooper said everyone was pixilated and our aimless scribbles on paper — he called them "doodles" — proved it!



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have noticed the patients project their injuries and deformities on the paper via their scribbles.

(1) A young man who lost some fingers during World War II doodled men **minus** fingers, corresponding to his own lost digits. A few years later, the shock over, the doodles changed.



(2) Again, the projection of one's own injury to paper. Paraplegics, deprived of the use of their lower limbs, have been found doodling the upper half of a man's body, and **only** the upper half.



Analysts have long seen the symbolic value of one's own scribbles. Psychiatrists, graphologists have also studied symbology to aid in the analysis of graphic material.

(3) The modern miss does not make clay dolls to destroy her enemies she indicates her dislike through her pen. Jane Doe married John Smith, suffered a breakdown which baffled all who knew her, until her signature was noticed.

Her maiden name was written

3.

Jane Doe Smith

smoothly, happily, but the addition of her husband's name was startling different! Jane hated marriage with this man and slashed his name with a sharp whip whenever she was required to associate it with her own!

Capt. William Perl, Chief Clinical Psychologist, Fort Leavenworth, Kans. was instrumental in the capture of the postwar werewolf-leaders of Nazi Germany by detection of a swastika-like symbol in a sample of handwriting. Captain Perl ordered the immediate apprehension of the man whose entire being was dedicated to the restoration of the Nazi party.

Doodles are fascinating little hieroglyphics and revealing, so revealing that officials associated with atomic energy research headquarters make it a point to destroy the scribbles which are made during sessions of the working day.

American security officials have felt just as strongly about this and at one time pointed out that every scrap of paper containing confidential or secret data must be destroyed by burning after its usefulness was ended—even the doodles of those in conference were collected and consigned to the fire.

(Condensed from the new book, "Your Doodles and What They Mean to You", by Helen King, published by Fleet Publishing Corporation, Grand Central Terminal Building, New York City, Price \$3.95.)

IMS' Experts Gird Globe

Members of the International Management Staff were globe hopping in the early weeks of 1958. Alfred Diotte, company assistant secretary and head of the legal section of IMS, accompanied Executive Vice President Daniel Parker on a quick, flying trip to London on business in mid-January. While there, the pair visited facilities of Eversharp, Ltd., which is also located in London.

Meanwhile, Reinheart Zirbel returned in mid-February from a month-stay in Switzerland, Germany and England, where he was investigating new machinery for making ball point pens and assisting the New-haven Plant in setting up to produce its own ballpoints.

In late January, IMS ink production expert John Piekarski left Janesville for Mexico City where he is consulting and assisting in the establishment of a plant to manufacture ink.



IM Staff members will meet and confer with world business notables in the comfortable surroundings of the room shown here in two views. The men of IMS, specialists in all phases of commerce, are a physical embodiment of the international

'Fills-Self Pen' for Best 'Do-Nothing

This may sound like it comes straight from the comics but it's actually true. "Ulcers Unanimous" is a national group devoted to unwinding, relaxing and just plain loafing. Proof of these intentions was exhibited at the group's first annual "Do Nothing" convention, held January 21 at Lakewood, New Jersey.

Highlight of the day was a 10-hour lunch-break for all delegates.

Appropriately, the attendee named as the "Lowest Pressure, Gentlest-Mannered Animate Human" was awarded a prize: a Parker 61 pen—the pen that "... fills itself, cleans itself, by itself!"

John Mack, assistant vice president in charge of domestic sales, left Janesville in mid-February to attend the Advanced Management Course conducted by the Harvard Business School. He will return in mid-May.



scope and character of The Parker Pen Company. This conference room was specially designed to impress world business visitors with that character. (John Piekarski, the man who supervised construction of the room, is shown in one view).



Mr. Thomson's Desk Put Ship-Shape With Parker 'Sloop' Pen Set

Months back, Bill Judd of Foreign Advertising, was the first to notice a shocking discrepancy: Wisconsin's Governor Vernon Thomson—a noted booster of state products—had a gaudy Sheaffer set on his executive desk. Every news picture showed it in foreground or background. (Later investigation revealed it was a gift from a nephew who married a Sheaffer girl.)

Minds were at work, however. An occasion was found which permitted the company to innocently invite Thomson to an innocuous cocktail party. Midway in the chit-chat, President Jeffris called for a lull and addressed the unsuspecting Governor. Feigning great disapproval, Jeffris said: "I'm no politician so I'll use no diplomatic

Governor Vernon Thomson grins warmly after receiving a new "Sloop" model teakwood and metal desk set from Bruce M. Jeffris, president of The Parker Pen Company. (This picture of Mr. Thomson is currently being used as a portrait by TV station WISC-TV, Madison, during newscasts mentioning the Wisconsin Governor.)



words. Rumor has reached us that you have a well-known out-of-state writing product displayed prominently on your desk. Now, it's only appropriate that you have a fountain pen made in Janesville, Wisconsin—the writing instrument capital of the world—to use in the state capitol. Therefore, we would like to present you with this special version of Parker's newest line of desk sets. We do this with the hope that it will rapidly replace the set you are now using."

The set, a "Sloop" model representing the "first" of the new wood and metal sets, has four stones from the four "corners" of the state implanted around a gold plate cut in the shape of Wisconsin.

Thomson, obviously caught flat-footed, took the spoofing in stride, laughed and replied: "Well—I confess. I can promise you that this new set will be on my desk bright and early in the morning. In fact, you've taken me by such great surprise, I'm tempted to travel the 40 miles to Madison and put it there tonight!" The group then joined Thomson and Jeffris in the good-natured kidding.

Result: Chalk off one governor acutely aware of Parker's perception and leadership position.

Free Records

Young Parker fans of Wyatt Earp's television adventures would be thrilled with a record of the song "The Ballad of Wyatt Earp" which opens and closes that program. A small quantity of 45 rpm records containing the ballad as sung by Ralph Young and the Ray Charles Singers will be given free on a first come, first served basis. Drop a note to the Public Relations department or phone extension 223.

Over the Shoulder



With cold, wintry winds blowing outside thoughts naturally reminisce of past Summers. Shoptalker is equally moved by Winter's gusts and its photo files have a long memory. For example: Shoptalker remembers a bathing beauty contest conducted on the occasion of a company picnic during the Summer of 1926. Razzamatuzz!

Parker's Dealer Publication Observes 62nd Birthday

Ever wake up in the morning with the feeling that you've suddenly gotten older? Periodically, we notice the accumulating effects of age.

That's what happened to *Parkergrams* just recently—only it became apparent that the publication was considerably older than acknowledged by its masthead. More than 50 years older.

Parker Pen's archives reveal that back in mid-1896 the company started a publication called *Side Talks* to communicate company business matters, policies and other information to its retailers. In 1915 *Side Talks* changed its name and format and became *Parker-grams*, but its content remained the same—news about what Parker was doing to help retailers. There were several changes in format, color was added, color was dropped, and in 1946 the present format was adopted and *Parkergrams* as we know it today evolved.

So, it can be said and proved that Parker's dealer publication is one of the oldest company publications in the nation. We've been talking directly to our retailers for 62 years and henceforth we will make note of that fact in our masthead.

Europe-Bound

A sizeable number of Parker Pen employees and their families are looking to summer and a group flight to Europe for a three-week tour. Over 100 persons have already agreed to make the trip for the surprisingly low transportation costs of \$867 round trip. Lawrence Peck, assistant personnel director, is the man organizing the trip and taking reservations.



America's Salesman

Robert Gros is an American businessman (utilities) from the Great West, a place where appreciation of bountiful America is apt to come to full flower. The West is beautiful, and by George, those Westerners never stop telling people about it.

Recently, Mr. Gros had a chance to branch out with this wonderful form of American evangelism. He went to Russia. There, he knew his story had to be especially good. Russia had not as yet launched the mighty satellites, but they had through a series of Five Year Plans made some technical headway, and what they did not actually invent didn't bother them. They merely claimed to have invented it.

So, he took the precaution of carrying something tangible, something that would provide evidence for his persuasive story. Mr. Gros made his choice of a symbol for his story after much soul-searching. What would incontestably prove the ingenuity and bounty of his native land? Why a ball-point pen that would write! One that would



write clearly and legibly hour after hour, and stand available to anyone as personal property. As he described it, it was: a Parker Jotter.

After Mr. Gros had traveled Russia, he knew his choice was right. He stood in front of the Kremlin, Jotter pens held high against a sombre background of high walls

and frowning muzhiks. And when he returned to San Francisco he wrote: "... Parker products beguiled, entranced and challenged the Comrades. There was absolutely nothing I did in my tour of the Soviet Union which did more in a material way to sell 'America.' The excellence of your product was in itself an eye-opener and the fact that an American capitalist had something along to give helped me to do a low-pressure selling job on the America (I) love.'

Foreign Sales Team To Latin America

The nations of Latin America, with their 7,747,000 square miles of territory, display a strange potpourri of circumstances. This mixture includes wealth and poverty, mountain and plain, sound democracy and political turmoil, one-crop dependency and diversified economy, emphasis on agriculture and emphasis on industry. Populations vary from as few as eight persons per square mile to as many as 308 per square mile.

In mid-February, Joseph Biety, foreign advertising manager, accompanied by David Salas, of the Foreign Sales Division, began a five-week-long flying tour of eight of the Latin American nations—Guatemala, El Salvador, Honduras, Nicaragua, Costa Rica, Panama, Ecuador and Peru—to further trade relations on an international basis and to introduce consumers there to the new Parker T-Ball Jotter ball pen.

Extensive preparation has gone into this first such flying visit to Latin America. Plans call for the distribution of toy balloons and useful rulers to school children and a "mystery shopper" program for retail clerks. In this latter promotion, according to Biety, retail clerks will have a chance to win on-the-spot cash awards for repeating a predetermined phase to the unknown customer who will visit stores in each city where the Parker representatives stop.

Atomic Writers

The two gentlemen so thoroughly engrossed in conversation in this picture have unusual talents hidden behind the somewhat average appearances. Lawrence H. Talley (left), shortly before joining Parker's Product Planning Division, wrote an article for publication entitled "Coordination Compounds of Uranium with Organic Bases in Aqueous Solution". B. G. Ryle (right), assistant director of laboratories in the Product Planning Division has also concerned himself with the atom and its wonders. He is the author of an article on the "Application of Gamma Radiation Density Gauging to Extraction Column Measurement and Control", plus collaborating on one entitled "Slurry Extraction of Uranium in A Pilot Plant Pulse Column System".

Ryle told us that we shouldn't be too



impressed by the articles. "Technical writers," he commented "always put the whole article in the title!"



Happy Holiday

Why does our summer vacation period always include the Fourth of July? This arrangement makes us miss out on one holiday which all others enjoy. Those of us entitled to two weeks vacation really only get 9 days since we would ordinarily get the 4th off anyway. A change would be especially nice this year since Independence Day falls on a Friday and we would enjoy an additional three-day holiday. Or, if our vacation were to begin on Monday 7 July, we could have a longer vacation.

Reply: Having vacations over the 4th of July has been a practice of The Parker Pen

Company for many years. The majority of employees like this arrangement. Holiday pay for hourly paid people for the 4th of July is in addition to vacation pay for that day.

Airing

Suggest that if possible the windows be opened at night at least once or twice a week to air out the offices.

Reply: The windows were welded shut when air conditioning was installed. The air conditioning system makes a complete change of air in the building many times a day.

Eating Habit

I'm quite sure that many people wouldn't mind spending 10¢ for doughnuts — could we have a change of menu in the "roll machine"?



Flag Honors Foreign Visitor

The flag of Egypt flew over its stone in the "Path of Nations" Tuesday, 21 January, for a special guest who toured the plant.

Adly Ahmed Farid, an Egyptian school principal from Alexandria, told his Penette tour hostess, Miss Joyce Stone, he was greatly honored by the display of his country's flag. He is in the United States in a cultural exchange program sponsored by the U. S. state department and was spending 30 days studying the Beloit school system when he took a recess to see how Parker pens and pencils are made.

Another guest visiting from afar was Joy Perkins, who was on her second visit home (Milwaukee) since she became a missionary some eight years ago. Her work for the Sudan Interior Mission of New York is in Kano, Nigeria, where she is principal of a boys school for waifs and delinquents. There are six African and two white teach-

In January, Arrow Park was honored with a visit by the Honorable Emmert L. Wingert, justice of the Wisconsin Supreme Court. Shown with the Justice as he toured the Tool Room are Dick Heise (left) and Perc Hanson.



ers for the 130 boys in the school.

Miss Perkins was in Janesville to visit Gloria Nagler, 1128 W. State St., a former Parker employe. In the party touring the plant with them were Mrs. Paul Nagler and Mrs. Thomas Loberg, both of Milwaukee.

Long Distance Calls At Fingertips

Long distance calling from Janesville will take some new twists of the dial, starting March 2nd. Beginning on that date, it will be possible to dial long distance calls from our company's telephones directly to telephones in 39 Wisconsin communities and 40 communities in northeastern Illinois.

Instead of dialing "O" to reach a long distance operator and placing such a call for routing by her, Parker's switchboard attendant can establish directly the call connection simply by dialing the number of the wanted telephone in the distant community.

The new telephone service, to be introduced by the Wisconsin Telephone Company, is called "Direct Distance Dialing." It will affect only station-to-station calls.

On DDD calls, the caller will still have brief contact with an operator who will come in on the line for the purpose of properly billing the call.

Other types of long distance calls, such as person-to-person and those requiring special instructions to the long distance operator, will continue to be placed in the usual way.

A Golden Cup for Westerners

Bill Yockey and his salesmen in the Western Sales Zone walked away with the Golden Arrow Trophy for the second consecutive year. The announcement was made at the January sales meeting in San Francisco. Top sales performance wins the cup.

Eversharp Pen's New GHQ



Newest facility of Parker Pen's newest subsidiary company, Eversharp Pen, is an administration building at Arlington Heights, Illinois.

Million Dollar Salesmen

Stepping into the elite membership of "Million Dollar Salesmen"—those who have sold \$1 million worth of Parker products—are six newcomers, all presented with their distinctive ruby pins at recent zone meetings. The "initiates" were:

Alson R. Ansley—Joining Parker in '51 Al works Newark, N. J., is married and has two children. Massachusetts is his home state.

Clarence P. Beers—The real veteran of the group, "C.P." is a native of Janesville, joining Parker in 1936 and served a substantial stint in the Service Department; Dayton, Ohio is home now.

Vincent J. Fitzpatrick—"Fitz" covers Philly for Parker; joined the company in '37 and filled several sales positions until 1950 when he became an AM.

Robert V. Hanson—Roaming Ohio for Parker, Bob first began selling pens for Parker in 1951. A native of Boston, he is married and has three children.

R. Hollister Moritz—A former Army major, "Holly" has been with Parker 10 years and now works most of Indiana and parts of Illinois.

Located at 1440 East Davis Street, the building has 12,000 square feet of floor space. It houses administrative offices, service and shipping functions of the new firm. The plant stands on 1.7 acres of land (see cut).

In other news of The Eversharp Pen Company, C. G. Heath, executive vice president and managing director of the company, has announced the appointment of Thomas Gavin to the position of Export Manager. Gavin held a similar post in The Parker Pen Company Ltd., of Toronto, at the time of his assignment.

Directional Address

Proving that people know where the Parker "51" is made, a package from Spanish Morocco arrived safely in Janesville recently bearing this address:

Parker "51" to fill press ribbed bar firmly 4 times use dry writing The Parke Pen Co. Made in U.S.A.





If Mrs. Deanna Webb, an employee of Parker Pen's Foreign Sales Division, ever travels around the world she will go with the knowledge that her picture has preceded her.

Mrs. Webb's portrait is part of the artwork in a special advertisement on the Parker T-Ball Jotter ballpoint pen which the division has prepared. It will appear in over 800 publications, in 43 languages, in more than 100 countries.

*From the library of the
Pen Collectors of America*



*Support the hobby.
Join today!*